



MEDIA PRODUCTION

Senior Secondary

Subject Code: MED5C

External Assessment

2009

Time: Two Hours

On the basis of your performance in this examination, the examiners will provide results on each of the following criteria taken from the syllabus statement:

Criterion 7 Demonstrate an understanding of the relationship between the media and today's society.

Criterion 8 Observe and critically analyse media works.

Questions: 14
Pages: 8

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CANDIDATE INSTRUCTIONS

You **MUST** ensure that you have addressed **ALL** of the externally assessed criteria on this examination paper.

There are **TWO** sections to this paper.

You must answer **FOUR** questions, **TWO** questions from each section.

Answer each section in a separate answer booklet.

You are reminded that English expression, spelling, neatness and legibility of writing may be taken into account in marking this paper.

SECTION A

Answer **TWO** questions from this section.

Use a separate answer booklet for this section.

You should spend approximately **60 minutes** on this section.

This section assesses **Criterion 7**.

Question 1

‘Traditional media have to maintain a substantial online presence in order to stay relevant and competitive in today’s climate.’ Discuss.

Question 2

‘Does the media portrayal of violence create violent consumers?’ Discuss with reference to any of the following media:

- TV
- film
- internet
- magazines
- newspapers
- video games

Question 3

‘The traditional standard of objectivity in journalism cannot be maintained with the growth of tabloid media.’ Discuss.

Question 4

Change can alter the balance of power in groups and among individuals in society. Who might be the ‘winners’ and the ‘losers’ in the development of digital media and technology?

Question 5

‘Commercial TV exists for profit.’ Discuss the implications of this with regard to programming.

Section A continues opposite.

Section A (continued)

Question 6

'It is the media who shape our lives.' Discuss this statement in relation to media manipulation of consumers' perspectives and emotions.

Question 7

How does cross-media ownership impact on media content? What does this mean for audiences?

SECTION B

Answer **TWO** questions from this section.

Each question should be answered in a separate answer booklet.

You should spend approximately **60 minutes** on this section.

This section assesses **Criterion 8**.

Question 8

‘The media, in particular advertising, assigns and perpetuates stereotypical gender characteristics.’ Using examples, discuss the extent to which stereotyping occurs in today’s media products.

Question 9

‘Reality TV programs are shaped to meet audience demands and expectations.’ Discuss this in relation to the production techniques used.

Question 10

Compare different versions of the same news event and how they are presented between traditional media forms and new media forms.

Question 11

Select two media products, one tabloid and one non-tabloid. Using examples, compare the differing production techniques used by each to present the same content to consumers.

Question 12

Compare and contrast the production techniques used by commercial and public broadcasters in the presentation of current affairs programs. Suggest reasons for the differing approaches.

Section B continues opposite.

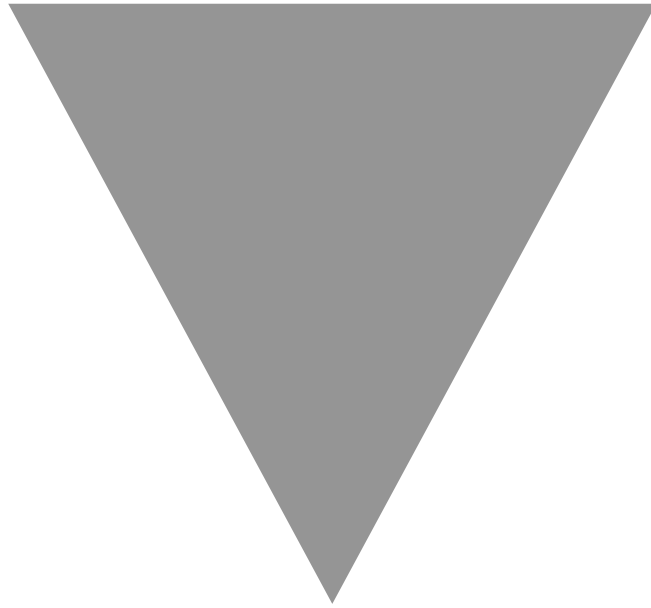
Section B (continued)

Question 13

Using examples, discuss how advertisements can both shape and reflect social values.

Question 14

Tasmanian media outlets, including television, newspaper and radio, all produce content for the local market. Using examples, compare the approach of two outlets.



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